



# Alsatia Club Foundation, Inc.

P.O. Box 934 Funkstown, MD 21734-0934

## Mummies' Parade Committee

Dear Business Leader:

We are inviting you to become a sponsor of the 97th Annual Alsatia Mummies' Parade!

Alsations have always had the interest of Hagerstown at heart and during a meeting in the early fall of 1921, the subject of vandalism arose. Members voiced concern over the property damage and personal injuries city-wide as a result of the antics of mischievous pranksters on Halloween. As the discussion proceeded, Lynn Forthman suggested that a celebration activity on Halloween night might attract people and, as a result, help to eliminate some of the vandalism - a decision was made that night to sponsor a Mummies' Parade on Halloween. As father of the idea, Lynn Forthman was nominated first general chairman of the parade committee.

In its early years, the Alsatia Mummies' Parade was financed entirely by the members of the club. As the parade grew and became more expensive to produce assistance from the City of Hagerstown, Board of Washington County Commissioners, Board of Education, merchants, manufacturers, business leaders, and professional men and women of Washington County have helped make it possible to fulfill the slogan of "Bigger and Better Each Year."

Your sponsorship demonstrates your commitment to high quality events, a vibrant Arts & Entertainment district, and to a thriving Downtown Hagerstown! Please see the various sponsorship levels attached for the additional benefits of sponsorship of the 97th Annual Alsatia Mummies' Parade.

Please email [parade@alsatiacubinc.com](mailto:parade@alsatiacubinc.com) with any questions.

Sincerely,

James G. McCleaf II

Parade Committee Chairman



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## Mummers' Parade Committee

### SPONSORSHIP LEVELS

#### **\$2,500 Diamond** *(Only 1 will be sold, email [parade@alsatiacubinc.com](mailto:parade@alsatiacubinc.com) for availability)*

- Grand sponsor of the parade with a banner on the Alsatia Court float that carries all the high school dignitaries
- Chance to ride on the parade float adjacent to the queens and kings
- 450 character ad on our Facebook page repeated once a month from time of sponsorship
- Sponsorship shoutout on our Facebook page
- Live advertisement during the parade via radio and billboard
- 2 decorated vehicle entries OR a float
- 10 reserved seats in the VIP area near the judges
- Logo on the Mummers' Parade advertisement materials

#### **\$1,000 Gold**

- Large company logo included riding through the parade
- 450 character ad on our Facebook page repeated once a month from time of sponsorship
- Sponsorship shoutout on our Facebook page
- Live advertisement during the parade via radio and billboard
- 1 decorated vehicle entry
- 6 reserved seats in the VIP area near the judges
- Logo on the Mummers' Parade advertisement materials

#### **\$500 Silver**

- Medium company logo included riding through the parade
- 450 character ad on our Facebook page repeated once a month from time of sponsorship
- Sponsorship shoutout on our Facebook page
- Live advertisement during the parade via radio and billboard
- 1 decorated vehicle entry
- 4 reserved seats in the VIP area near the judges
- Logo on the Mummers' Parade advertisement materials

#### **\$250 Bronze**

- Small company logo included riding through the parade
- Sponsorship shoutout on our Facebook page
- Live advertisement during the parade via billboard
- 1 decorated vehicle entry
- 4 reserved seats in the VIP area near the judges
- Logo on the Mummers' Parade advertisement materials



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## Mummies' Parade Committee

### SPONSORSHIP AGREEMENT

We would like to sponsor the 2024 Annual Alsatia Mummies' Parade

Company name: \_\_\_\_\_

Contact person: \_\_\_\_\_

Billing address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Company Name to appear in Print/Web:

URL for hyperlink: \_\_\_\_\_

Social media links: \_\_\_\_\_

Please attached a JPG of company logo and sponsorship ad blurb as you would like it to be posted.

Select your sponsorship level:

**\$2,500 Diamond** *(Only 1 will be sold, email [parade@alsatiacubinc.com](mailto:parade@alsatiacubinc.com) for availability)*

**\$1,000 Gold**

**\$500 Silver**

**\$250 Bronze**

Make checks payable to: Alsatia Club Foundation

Email completed forms to: [parade@alsatiacubinc.com](mailto:parade@alsatiacubinc.com)